Andover and Romsey Car Parking Options Appraisal

Study Report

Test Valley Borough Council

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Document prepared on behalf of Tetra Tech Limited. Registered in England number: 01959704

Tetra Tech Leicester, 4th Floor, No1 Great Central Square Vaughan Way Leicester LE1 4JS
Tetra Tech Limited. Registered in England number: 01959704
Registered Office: 3 Sovereign Square, Sovereign Street, Leeds, United Kingdom, LS1 4ER

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1 INTRODUCTION

1.1 BACKGROUND

1.1.1 Tetra Tech is appointed to undertake a review of public car parking facilities in Andover and Romsey within the Test Valley Borough Council (TVBC) area. A review of parking provision is required to ensure that the car parks serve the needs of those who live in, work in, and visit these town centres. The study will evaluate whether there is sufficient parking provision to meet the future demand, taking into account the development opportunities identified in the town centre masterplans.

1.1.2 Parking studies have been completed in these towns in the past and this study is required to update the evidence base with new surveys of parking behaviour and ticket sales to create a new baseline that quantifies the effects of recent land use changes and the recovery from the COVID19 pandemic.

1.1.3 This report provides an assessment of baseline conditions and then looks further ahead to the medium- and long-term timescales to identify shortfalls or excess capacity and appraises the various options for changing the provision of parking services by TVBC.

1.1.4 The aim of the study is to improve the way public parking is provided by TVBC in the two town centres. The impacts of the proposed regeneration of car park land and reduced parking capacity will be quantified, and a range of measures will be identified and evaluated that mitigate the impacts of development. A recommended package of mitigation measures will be developed. These measures will apply to the car parks under TVBC control, but the role of private parking is also recognised as an important factor across the town centres.

1.2 OBJECTIVES AND PURPOSE

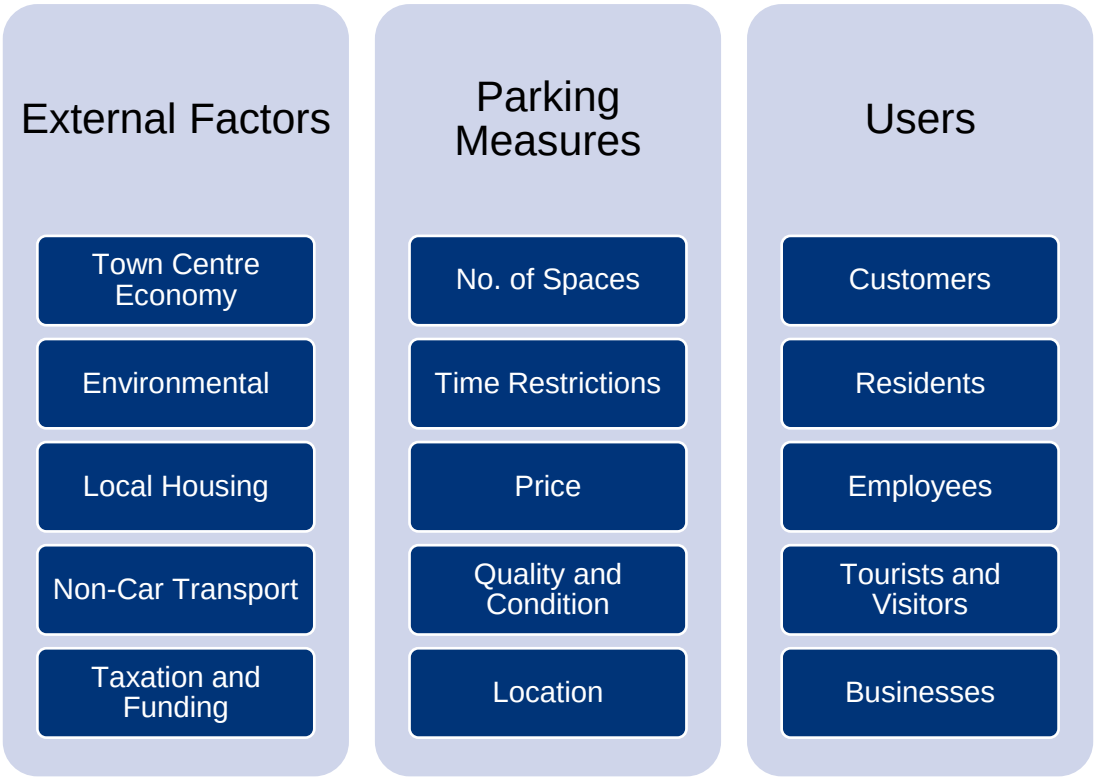
1.2.1 Previous parking studies concluded that the car parks in the two towns provided good quality infrastructure and that there was spare parking capacity in Andover but high levels of occupancy in Romsey. This study will examine whether the baseline levels of usage have changed since the previous work was carried out. The assessment will demonstrate whether future growth in demand and the redevelopment of some car parks for other purposes will result in high levels of occupancy and ‘parking stress’.

1.2.2 The purpose of the study is to ensure that the provision of parking is aligned to the aims and objectives of the council set out in the Annual Parking statement, which are to:

- Assist in allowing the free flow of traffic by minimising the use of vehicles in the busiest and most congested areas.
- Improve traffic conditions and reduce the risk of accidents.
- Provide sufficient shopper and visitor parking facilities to support shops/commercial organisations and leisure activities; thereby underpinning the Borough's social and economic life, to manage the use of spaces by price to encourage retail vitality and match long-term provision to the availability of long-term spaces.
- Safeguard the needs and requirements of businesses/organisations and visitors.
- Control the supply of off-street spaces by taking a long-term view of transport and transport strategies as they relate to the settlements within Test Valley.
- Regularly review parking tariffs which provide revenue to sustain the Council's integrated transport aims.
- Ensure that parking controls are observed and enforced in a fair, accurate and consistent manner.
- Provide a high standard of customer care.
- Provide well-maintained car parks that are easy for customers to use, with particular regard to disabled customers.

1.2.3 Parking plays a role in many aspects of public life and there can be a tension between some of the council's objectives and the outcomes. For instance, parking is essential in supporting the town centre economy and generating income for the council, but it also plays a role in supporting efforts to promote sustainable travel modes and environmental objectives.

1.2.4 The following diagram shows the main factors that are considered in developing a parking plan. There are external factors that largely determine the demand for parking and there are measures that can be adopted to better manage parking. Finally, there are different groups of users that have their own requirements who are affected differently by external factors and parking measures. The plan considers these different inputs and outputs to achieve the most balanced approach.



1.2.5 The relationships between these different factors can be complicated and sometimes contradictory. The provision of parking services aims to balance the different factors and objectives.

1.2.6 Parking needs to be appropriately located and of sufficient scale and cost to support the existing and emerging functions of the town. The space allocated to parking should not be excessive enough to damage the local public realm or undermine sustainable transport initiatives. The key aim is to improve efficiency and better manage the parking resources, especially in multi-functional areas such as town centres where car parks are used for different purposes at different times of the day and week.

1.2.7 Parking can be used as a policy tool to influence travel behaviour in order to help achieve environmental and transport objectives. This can be where a parking plan causes conflicts, if people feel they are being ‘forced’ to act in ways they would prefer not to and they decide to visit the town less frequently, for a shorter time or go elsewhere.

1.2.8 The requirements of particular groups need to be considered alongside the supply and demand for general town centre parking. Blue Badge holders have specific requirements, and this study examines how these are currently provided and if any changes will be appropriate.

1.2.9 The Council's objectives set out in the Annual Parking Statement seek to provide a good match between the supply and demand of parking spaces while balancing efforts to improve the public realm and encourage sustainable modes of travel. An over-supply of parking spaces is a poor use of valuable town centre land and does little to promote alternative modes of travel while too little parking can constrain the local economy and cause frustration for drivers.

1.2.10 The parking capacity and infrastructure will need to take account of the impacts of the proposed town centre developments within the Andover Town Centre and South of Romsey Town Centre Masterplans.

1.3 REPORT STRUCTURE

1.3.1 The structure of this evidence base report is as follows:

Chapter 2 – Review of existing conditions and the creation of an evidence base

Chapter 3 - Evaluation of the impacts of removing car park provision

Chapter 4 – Recommended mitigation measures

Chapter 5 – Improvements to the remaining parking provision

Chapter 6 – Conclusions and recommendations

2 EVIDENCE BASE

2.1 LOCATIONS

2.1.1 The focus of the study is the town centres of Andover and Romsey. The towns have different characteristics and priorities and the measures to address parking problems need to be tailored to each location.

2.1.2 Andover is the largest town in the borough located in the north alongside the A303 Trunk Road. The town centre has a mixture of historic streets and new development, bounded by the A3057 ring road with little through traffic in the centre. The core of the town centre which contains a mix of large retail units in the Chantry shopping centre and traditional shops and businesses. Andover is expected to grow further, with large employment and housing developments in the pipeline.

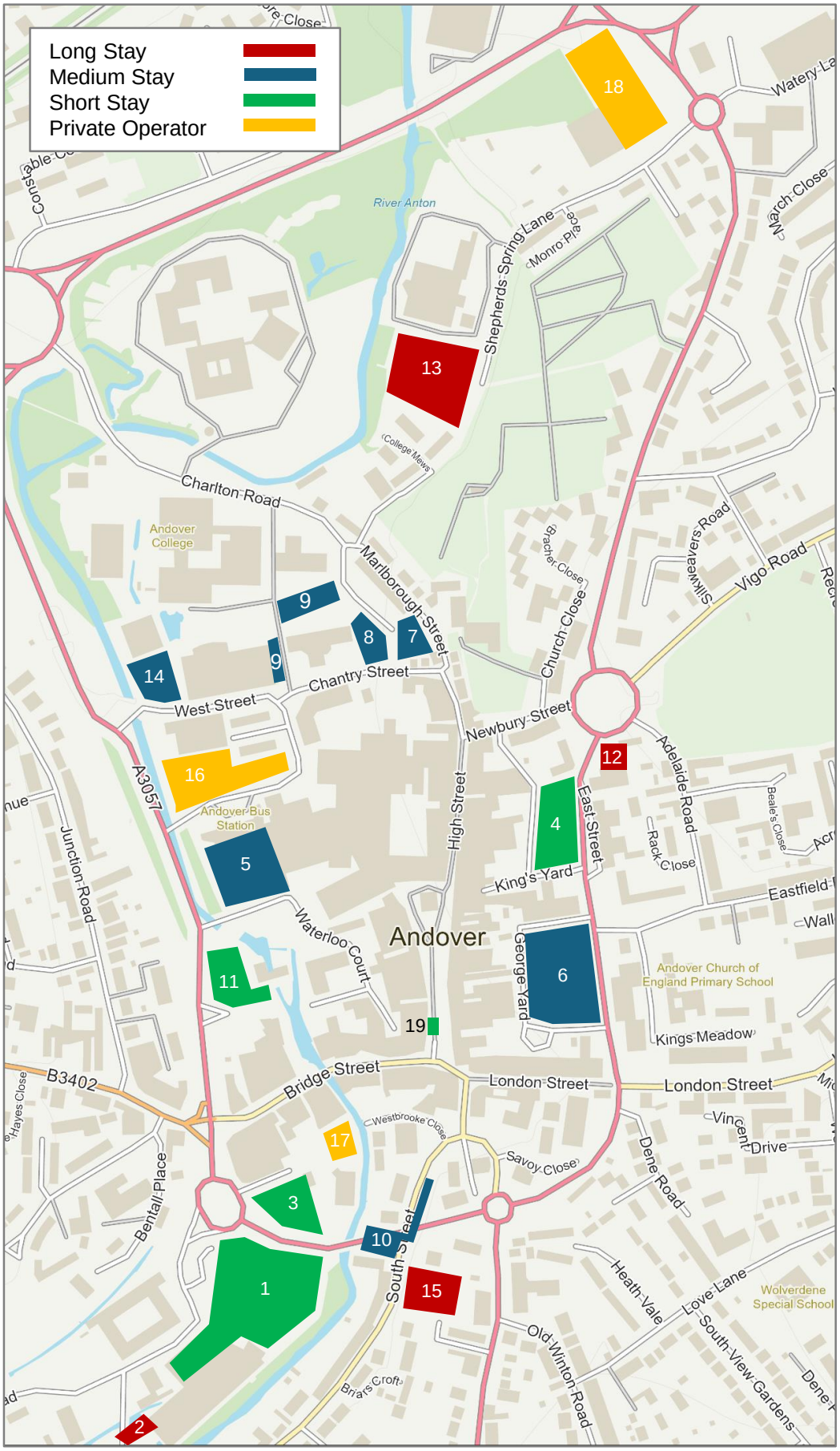
2.1.3 Andover car parks are shown in **Figure 1** and the car park reference numbers are in **Table 1.** Car park 19 is a small rank of disabled parking bays in the heart of the town centre on High Street. The bays are currently suspended and were therefore not included in the occupancy surveys, but it is recognised that the users of these bays now have to use other locations.

2.1.4 Public car parks are provided across the town, including surface car parks and a multi-storey car park. Most car parks in the centre prioritise short stay trips by charging a higher tariff for all-day parking or limiting the duration of stay to two hours, but those on the edge of the town centre have a lower price for daily parking. This aims to increase the turnover of spaces in the spaces closest to the retail centre.

2.1.5 Private car parks are provided by retail operators, and these are used by customers and some visitors to the town centre. There is also some on-street parking, but many of the streets have restrictions that prevent parking or apply a time limit.

2.1.6 Railway station parking has not been included in the study because it does not perform a significant town centre function. The station in Andover is 0.7 miles from the town centre so is not likely to be used by many town centre visitors. The station at Romsey is a little closer at 0.5 miles but is still not convenient or cheaper for visitors.

Figure 1 – Andover Town Centre Car Parks



2.1.7 Details of the Andover car parks are presented in **Table 1**.

Table 1 – Andover Car Park Capacity

Car Park	Standard Spaces	Blue Badge /Shopmobility	EV Charge Spaces	Total
1. Anton Mill Road Short	437	12		449
2. Anton Mill Road Long	33			33
3. Borden Gates	73	7	2	82
4. Black Swan Yard	109	3		112
5. Chantry Centre MSCP	513	29	4	546
6. George Yard	227	5	2	234
7. Marlborough Street	47	2		49
8. Marlborough St AMC (Sat)	43			
9. Leisure Centre	38	6		44
10. South Street	62	1	2	65
11. Town Mill	59	6		65
12. The Acre	20			20
13. Shepherd Spring Lane	210	3	2	215
14. West Street	54	2		56
15. Winchester Road	78	2		80
Public Car Parks Total	1960	72	18	2050
16. Lidl				90
17. Iceland				43
18. Sainsburys				137
Private Car Parks Total				270

2.1.8 There are over 2,000 off-street public parking spaces in Andover town centre. Large car parks are provided close to the main approach roads into the town centre. The Chantry Centre is a large multi-storey car park that is accessed off the ring road; it has a pedestrian connection directly into the shopping centre and a large number of disabled parking bays. The car park is open from 7am to 11pm Monday to Saturday and 9am-5pm on Sundays and Bank Holidays.

2.1.9 The remaining car parks are at ground level. The largest private car parks in the town centres were also included in the surveys, although they are outside of the control of TVBC.

2.1.10 Romsey is a smaller town located in the south of the borough, close to the northern edge of Southampton. The town centre is in the west of the town, and it retains its historic layout and road network with recent development situated largely to the east of the centre.

2.1.11 Romsey town centre and car parks are shown in **Figure 2** and the car park reference numbers are in **Table 2**. All public car parks are provided by TVBC. These are all

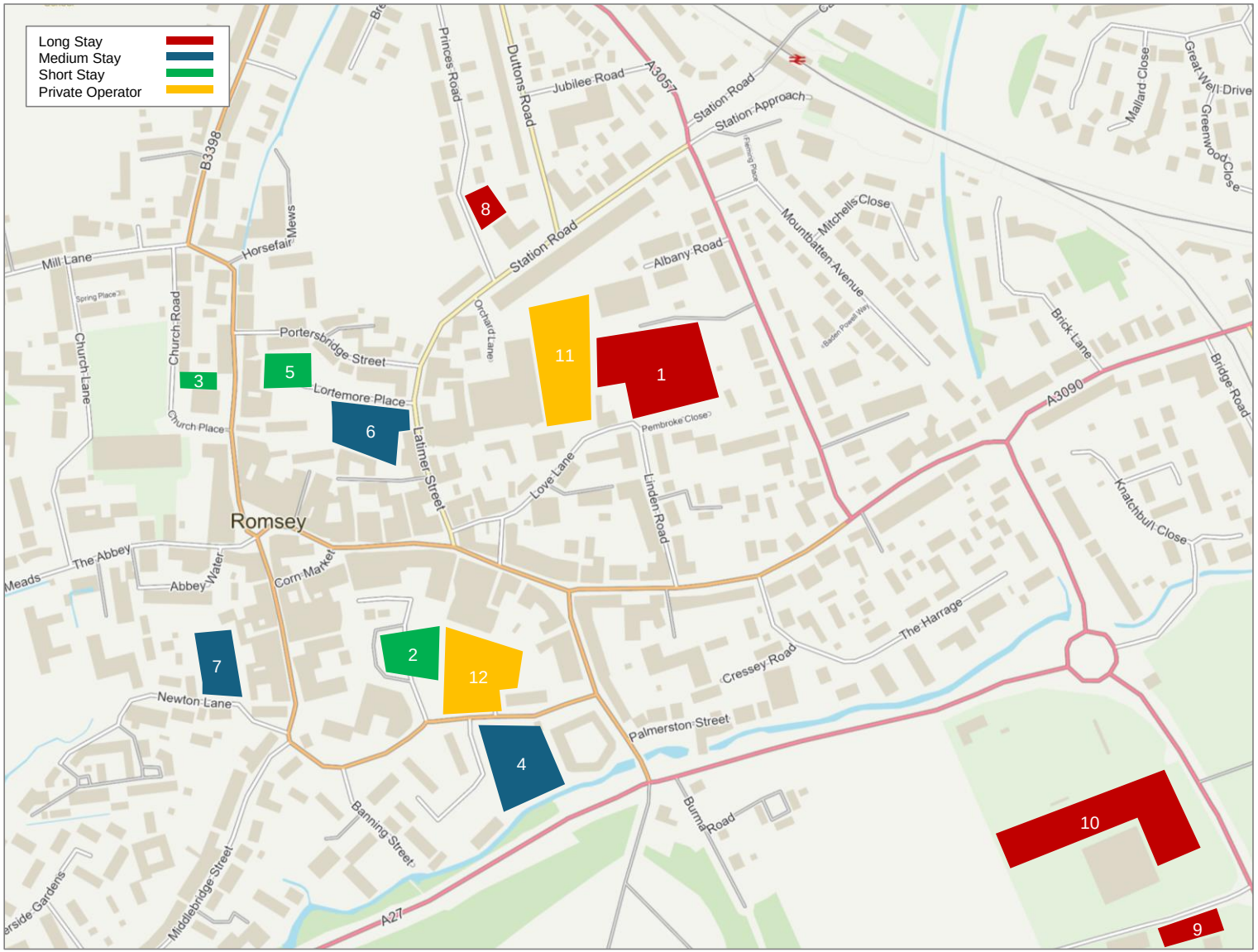
surface level and they include seven small and two large car parks. Long stay parking is provided in the large car parks close to the A27 south of the town centre and at Alma Road to the east, while those closer to the retail centre have a higher charge for all-day parking or limit the duration of stay to two or four hours.

2.1.12 The largest car parks are on the edge of the town centre at the Sports Centre, Romsey Rapids and Alma Road. The central car parks are relatively small but the private car parks also provide a large amount of capacity. Disabled parking is focussed within the Broadwater Road car park in the heart of the town centre.

Table 2 – Romsey Car Park Capacity

Car Park	Standard Spaces	Blue Badge	EV Charge Spaces	Total
1. Alma Road	197	4	2	203
2. Broadwater Road	69	15		84
3. Church Road	20	1		21
4. Crosfield Hall (Broadwater)	114	2		116
5. Lortemore Place (Abbey)	29	2		31
6. Lortemore Place (Latimer)	75	1	2	78
7. Newton Lane	66	4		70
8. Princes Road	40	2	2	44
9. Romsey Sports Centre	48	3		51
10. Romsey Rapids	240	7	2	249
Total Public Car Parks	898	41	8	947
11. Waitrose				185
12. Aldi				111
Private Car Parks Total				296

Figure 2 – Romsey Town Centre Car Parks



2.2 PARKING CHARGES

2.2.1 The charging tariff is relatively simple and is the same in each town. The current charges are presented in **Table 3**.

Table 3 – Test Valley Charging Tariff

Time Period (up to)	2Hr	3Hr	4Hr	5Hr	All Day
Short / Medium Stay	£1.00	£2.00	£3.00	£4.00	£5.90
Long Stay	£1.00	£2.00	£3.00	£4.00	£4.40

2.2.2 Charges apply between the hours of 8.30am and 4.00pm in all car parks, from Monday to Saturday. Sundays and Bank Holidays are currently free of charge. Blue Badge holders are permitted to park all day in medium and long stay car parks free of charge and free for up to 3 hours in the short stay car parks. Payment by app is available at all car parks through the RingGo mobile app.

2.2.3 The exception to the above parking charges are the Romsey Sports Centre and Romsey Rapids car parks. Both car parks are free for four hours. The Romsey Sports Centre car park is limited to four hours parking; for all-day stays at Romsey Rapids car park beyond four hours, there is a charge of £2.10.

2.2.4 Overnight parking is free between 4.00pm and 8.30am. Motorcycles can park free of charge within the marked bays but must pay the relevant charge to use a standard parking bay.

2.3 SURVEYS OF EXISTING PARKING

2.3.1 Occupancy surveys were carried out on Friday 5th July and Saturday 6th July 2024. These show how well used the car parks were during the busiest days of a typical week (i.e. not a school holiday period). Beat surveys were used to provide an hourly figure for car park occupancy in Andover and Romsey.

2.3.2 A search of local events was undertaken to ensure that the surveys were not being undertaken on atypical days. It is recognised that there are always some events happening in an area on any particular day, but dates were found when there were no major events that would invalidate the surveys.

2.3.3 The results show how many vehicles were parked at hourly intervals and how full the car parks were during the surveys. Occupancy above 85% is considered as being at-capacity because this is recognised by the Chartered Institution of Highways and Transportation and the British Parking Association as the level at which it becomes difficult for drivers to find the remaining spaces and to manoeuvre in, out and around the car park.

2.4 ANDOVER CAR PARK SURVEYS

2.4.1 The results of the Andover surveys are presented in the following tables.

Table 4 – Andover Car Park Survey – Friday 5th July 2024

Car Park	Bays	Parked Vehicles				
		10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	449	70	82	89	92	93
Anton Mill Road Long	33	12	15	16	15	12
Borden Gates	82	19	11	12	7	11
Black Swan Yard	112	93	85	88	99	66
Chantry Centre MSCP	546	195	250	199	171	148
George Yard	234	170	179	200	148	125
Marlborough Street	49	25	41	33	28	26
Marlboro St AMC (Sat)		Not available to the public on weekdays				
Leisure Centre	44	25	29	23	13	11
South Street	65	18	15	19	19	19
Town Mill	65	23	29	28	23	25
The Acre	20	20	20	20	17	13
Shepherd Spring Lane	215	30	49	31	18	19
West Street	56	50	53	37	22	18
Winchester Road	80	4	5	4	4	3
Total Public Car Parks	2050	754	863	799	676	589
Lidl	90	40	59	46	44	45
Iceland	43	6	9	11	12	8
Sainsburys	137		101			

Table 5 – Andover Car Park Occupancy – Friday 5th July 2024

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	16%	18%	20%	20%	21%
Anton Mill Road Long	36%	45%	48%	45%	36%
Borden Gates	23%	13%	15%	9%	13%
Black Swan Yard	83%	76%	79%	88%	59%
Chantry Centre MSCP	36%	46%	36%	31%	27%
George Yard	73%	76%	85%	63%	53%
Marlborough Street	51%	84%	67%	57%	53%
Marlboro St AMC (Sat)					
Leisure Centre	57%	66%	52%	30%	25%
South Street	28%	23%	29%	29%	29%
Town Mill	35%	45%	43%	35%	38%
The Acre	100%	100%	100%	85%	65%
Shepherd Spring Lane	14%	23%	14%	8%	9%
West Street	89%	95%	66%	39%	32%
Winchester Road	5%	6%	5%	5%	4%
Total Public Car Parks	37%	42%	39%	33%	29%
Lidl	44%	66%	51%	49%	50%
Iceland	14%	21%	26%	28%	19%
Sainsburys		74%			

2.4.2 The results of the Friday survey in Andover show that occupancy was relatively low across the town centre as a whole but some of the most popular car parks did have high levels of occupancy. Black Swan Yard, George Yard, Marlborough Street, The Acre and West Street were very busy at certain times of the day. The car parks on the edge of the town centre had very low levels of occupancy and occupancy was low across all car parks by 4pm, when parking becomes free of charge.

Table 6 – Andover Car Park Survey – Saturday 6th July 2024

Car Park	Bays	Parked Vehicles				
		10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	449	152	187	191	178	137
Anton Mill Road Long	33	14	18	17	15	11
Borden Gates	82	33	33	38	26	24
Black Swan Yard	112	110	105	76	71	54
Chantry Centre MSCP	546	228	258	195	211	179
George Yard	234	217	203	163	151	125
Marlborough Street	49	45	40	40	41	39
Marlboro St AMC (Sat)	43	21	10	5	11	10
Leisure Centre	44	34	28	31	41	31
South Street	65	18	17	20	20	11
Town Mill	65	35	39	28	29	21
The Acre	20	7	11	13	11	9
Shepherd Spring Lane	215	43	42	42	37	29
West Street	56	50	45	49	56	41
Winchester Road	80	3	4	4	2	1
Total Public Car Parks	2093	1010	1040	912	900	722
Lidl	90	71	76	61	58	38
Iceland	43	9	9	13	11	6
Sainsburys	137	80		97		

Table 7 – Andover Car Park Occupancy – Saturday 6th July 2024

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	34%	42%	43%	40%	31%
Anton Mill Road Long	42%	55%	52%	45%	33%
Borden Gates	40%	40%	46%	32%	29%
Black Swan Yard	98%	94%	68%	63%	48%
Chantry Centre MSCP	42%	47%	36%	39%	33%
George Yard	93%	87%	70%	65%	53%
Marlborough Street	92%	82%	82%	84%	80%
Marlboro St AMC (Sat)	49%	23%	12%	26%	23%
Leisure Centre	77%	64%	70%	93%	70%
South Street	28%	26%	31%	31%	17%
Town Mill	54%	60%	43%	45%	32%
The Acre	35%	55%	65%	55%	45%
Shepherd Spring Lane	20%	20%	20%	17%	13%
West Street	89%	80%	88%	100%	73%
Winchester Road	4%	5%	5%	3%	1%
Total Public Car Parks	48%	50%	44%	43%	34%
Lidl	79%	84%	68%	64%	42%
Iceland	21%	21%	30%	26%	14%
Sainsburys	58%		71%		

2.4.3 The results of the Saturday survey in Andover show that occupancy was slightly higher than the weekday but still only 50% across the town centre as a whole. The afternoon occupancy was slightly higher than on Friday at 34% by 4pm. Occupancy was higher closest to the retail centre and at the Leisure Centre and West Street. Occupancy of the small, long stay car park at The Acre was lower, presumably because of a reduction in commuter or business parking.

2.5 ANDOVER DISABLED PARKING

2.5.1 The use of the disabled parking bays in Andover was quantified during the surveys. The results are presented in **Tables 8 and 9.** The Leisure Centre disabled bays are close to the building, not in the main car park.

2.5.2 The results show that the spaces in the short stay car parks closest to the town centre are well used, i.e. Black Swan Yard and George Yard, but there are generally disabled spaces available in the other locations. The largest number of disabled bays is in the Chantry Centre and even these were getting close to capacity at the busiest time.

Table 8 – Andover Disabled Bay Usage – Friday 5th July 2024

Car Park	Bays	% Occupancy of Vehicles in Disabled Bays				
		10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	12	33%	25%	33%	25%	25%
Anton Mill Road Long	0					
Borden Gates	7	0%	14%	0%	14%	0%
Black Swan Yard	3	67%	100%	100%	33%	33%
Chantry Centre MSCP	29	55%	66%	45%	45%	21%
George Yard	5	100%	80%	100%	80%	60%
Marlborough Street	2	0%	50%	0%	50%	0%
Marlboro St AMC (Sat)	0					
Leisure Centre	6	67%	83%	17%	67%	50%
South Street	1	0%	0%	0%	0%	0%
Town Mill	6	50%	50%	17%	33%	33%
The Acre	0					
Shepherd Spring Lane	3	0%	0%	0%	0%	0%
West Street	2	100%	0%	50%	50%	0%
Winchester Road	2	0%	0%	0%	0%	0%
Total Public Car Parks	78	46%	50%	36%	38%	23%

Table 9 – Andover Disabled Bay Usage – Saturday 6th July 2024

Car Park	Bays	% Occupancy of Vehicles in Disabled Bays				
		10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	12	42%	33%	50%	42%	42%
Anton Mill Road Long	0					
Borden Gates	7	0%	29%	14%	14%	0%
Black Swan Yard	3	100%	67%	100%	100%	100%
Chantry Centre MSCP	29	66%	66%	90%	55%	45%
George Yard	5	60%	40%	80%	60%	80%
Marlborough Street	2	0%	0%	0%	100%	50%
Marlboro St AMC (Sat)	0					
Leisure Centre	6	100%	50%	33%	50%	50%
South Street	1	0%	0%	0%	0%	0%
Town Mill	6	67%	33%	83%	67%	33%
The Acre	0					
Shepherd Spring Lane	3	0%	0%	0%	0%	0%
West Street	2	0%	0%	50%	100%	100%
Winchester Road	2	0%	0%	0%	0%	0%
Total Public Car Parks	78	51%	44%	62%	50%	42%

2.6 ROMSEY CAR PARK SURVEYS

2.6.1 The results of the Romsey surveys are presented in the following tables.

Table 10 – Romsey Car Park Survey – Friday 5th July 2024

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	203	164	201	198	199	201	189
Broadwater Road	84	78	78	80	81	82	68
Church Road	21	9	13	8	9	14	9
Crosfield Hall (Broadwtr)	116	100	106	102	103	92	77
Lortemore Place (Abbey)	31	18	31	30	30	28	19
Lortemore Place (Latimer)	78	64	76	75	75	74	61
Newton Lane	70	69	66	60	59	70	56
Princes Road	44	32	40	37	38	38	30
Romsey Sports Centre	51	18	16	16	16	17	13
Romsey Rapids	249	179	174	168	155	121	100
Total Public Car Parks	947	731	801	774	765	737	622
Waitrose	185	167	171	162	161	171	170
Aldi	111	93	96	98	96	108	95

Table 11 – Romsey Car Park Occupancy – Friday 5th July 2024

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	81%	99%	98%	98%	99%	93%
Broadwater Road	93%	93%	95%	96%	98%	81%
Church Road	43%	62%	38%	43%	67%	43%
Crosfield Hall (Broadwtr)	86%	91%	88%	89%	79%	66%
Lortemore Place (Abbey)	58%	100%	97%	97%	90%	61%
Lortemore Place (Latimer)	82%	97%	96%	96%	95%	78%
Newton Lane	99%	94%	86%	84%	100%	80%
Princes Road	73%	91%	84%	86%	86%	68%
Romsey Sports Centre	35%	31%	31%	31%	33%	25%
Romsey Rapids	72%	70%	67%	62%	49%	40%
Total Public Car Parks	77%	85%	82%	81%	78%	66%
Waitrose	90%	92%	88%	87%	92%	92%
Aldi	84%	86%	88%	86%	97%	86%

Table 12 – Romsey Car Park Survey – Saturday 6th July 2024

Car Park	Bays	Parked Vehicles					
		10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	203	151	195	198	162	195	165
Broadwater Road	84	83	80	82	69	77	58
Church Road	21	6	21	21	8	9	10
Crosfield Hall (Broadwtr)	116	91	113	112	88	89	84
Lortemore Place (Abbey)	31	13	30	30	23	20	11
Lortemore Place (Latimer)	78	58	76	75	72	75	65
Newton Lane	70	53	69	70	68	68	49
Princes Road	44	22	41	41	20	21	18
Romsey Sports Centre	51	21	20	21	21	18	15
Romsey Rapids	249	107	133	138	114	134	104
Total Public Car Parks	947	605	778	788	645	706	579
Waitrose	185	168	175	175	159	163	156
Aldi	111	111	109	105	95	98	86

Table 13 – Romsey Car Park Occupancy – Saturday 6th July 2024

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	74%	96%	98%	80%	96%	81%
Broadwater Road	99%	95%	98%	82%	92%	69%
Church Road	29%	100%	100%	38%	43%	48%
Crosfield Hall (Broadwtr)	78%	97%	97%	76%	77%	72%
Lortemore Place (Abbey)	42%	97%	97%	74%	65%	35%
Lortemore Place (Latimer)	74%	97%	96%	92%	96%	83%
Newton Lane	76%	99%	100%	97%	97%	70%
Princes Road	50%	93%	93%	45%	48%	41%
Romsey Sports Centre	41%	39%	41%	41%	35%	29%
Romsey Rapids	43%	53%	55%	46%	54%	42%
Total Public Car Parks	64%	82%	83%	68%	75%	61%
Waitrose	91%	95%	95%	86%	88%	84%
Aldi	100%	98%	95%	86%	88%	77%

2.6.2 The results of the Friday survey show that occupancy was high in the central car parks during the midday period and the only significant amount of available parking space was at the Sports Centre and Romsey Rapids car parks. Occupancy was still quite high but declining by the end of the survey period when parking becomes free of charge.

2.6.3 On Saturday the occupancy was slightly higher than Friday in the central public and supermarket car parks and there were very few available spaces during the midday peak in the central area. Occupancy was generally lower than Friday during the afternoon when it was easier to find a parking space and by 4pm there was available space in all car parks.

2.6.4 Average occupancy was approaching 85% at the busiest times and even higher in the private car parks, which indicates it is becoming hard to find a space. However, in the central area it was much higher than that, requiring drivers to seek a space within car parks and travel between different car parks if they are full.

2.7 ROMSEY DISABLED PARKING

2.7.1 The use of the disabled parking bays in Romsey was quantified during the car park surveys. The results are presented in **Table 14** and **15.**

2.7.2 The results show that the disabled spaces are very well used and there are few vacant spaces in the central car parks at the busiest times of day. Both Friday and Saturday were busy for disabled parking. This suggests that Blue Badge holders sometimes have to search for a space and may not be able to park in their most convenient location.

Table 14 – Romsey Disabled Bay Usage – Friday 5th July 2024

Car Park	Bays	Car Park Occupancy (%)					
		10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	4	100%	100%	50%	100%	100%	100%
Broadwater Road	15	87%	100%	87%	100%	100%	60%
Church Road	1	0%	100%	0%	0%	0%	0%
Crosfield Hall (Broadwtr)	2	100%	100%	100%	100%	100%	50%
Lortemore Place (Abbey)	2	100%	100%	50%	50%	50%	50%
Lortemore Place (Latimer)	1	0%	100%	100%	100%	100%	0%
Newton Lane	4	100%	75%	75%	100%	100%	50%
Princes Road	2	0%	0%	0%	0%	0%	0%
Romsey Sports Centre	3	67%	67%	33%	0%	0%	0%
Romsey Rapids	7	86%	100%	71%	57%	57%	43%
Total Public Car Parks	41	80%	90%	68%	76%	76%	49%

Table 15 – Romsey Disabled Bay Usage – Saturday 6th July 2024

Car Park	Bays	Car Park Occupancy (%)					
		10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	4	50%	100%	100%	100%	100%	50%
Broadwater Road	15	100%	87%	93%	67%	67%	80%
Church Road	1	0%	100%	100%	0%	0%	0%
Crosfield Hall (Broadwtr)	2	100%	100%	100%	100%	100%	50%
Lortemore Place (Abbey)	2	50%	50%	50%	50%	50%	50%
Lortemore Place (Latimer)	1	100%	100%	100%	100%	100%	0%
Newton Lane	4	50%	100%	100%	100%	100%	75%
Princes Road	2	50%	50%	50%	50%	50%	0%
Romsey Sports Centre	3	0%	0%	0%	33%	33%	0%
Romsey Rapids	7	43%	57%	71%	86%	86%	43%
Total Public Car Parks	41	66%	76%	80%	73%	73%	54%

2.8 TICKET SALES DATA

2.8.1 Ticket sales data has been made available for Andover and Romsey. This data shows how monthly ticket sales have changed between 2019 and 2024 along with a detailed breakdown of typical ticket sales at the time of the occupancy surveys.

2.8.2 **Figure 3** presents income data from the ticket machines in Andover and Romsey car parks over the last five years, from pre-COVID19 up to the most recent month that data was available (cash and card payments). **Figure 4** shows income from the RingGo mobile phone app for a similar time period.

2.8.3 The charts show that Andover generates more income than Romsey and that income in both towns was reduced to zero during the COVID19 restrictions. Total income from the ticket machines is approximately four times greater than the value of the RingGo sales.

2.8.4 The data also shows that the recovery in sales since the COVID19 restrictions were lifted has been different in Andover and Romsey. The horizontal lines on the charts show the pre-COVID average income levels calculated using income from the pre-COVID months. In Andover the income has still not recovered to Pre-COVID levels and ticket machine sales are only 67% of the pre-pandemic level. RingGo sales show a similar pattern in Andover.

2.8.5 In contrast, income from Romsey has recovered better and is now close to the pre-COVID income level, and RingGo sales in Romsey now exceed this level. The reasons for this disparity between Andover and Romsey are debatable, but it is fairly clear that a lack of parking capacity is not a significant factor in Andover.

Figure 3 – Monthly Ticket Machine Income - Andover and Romsey (2019 - 2024)

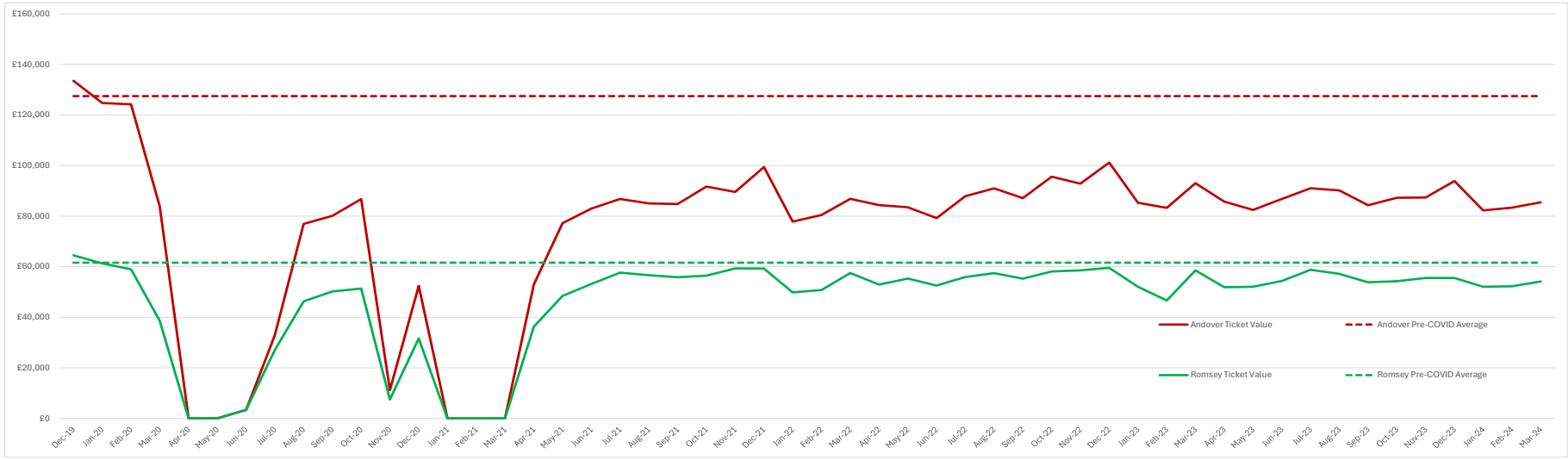
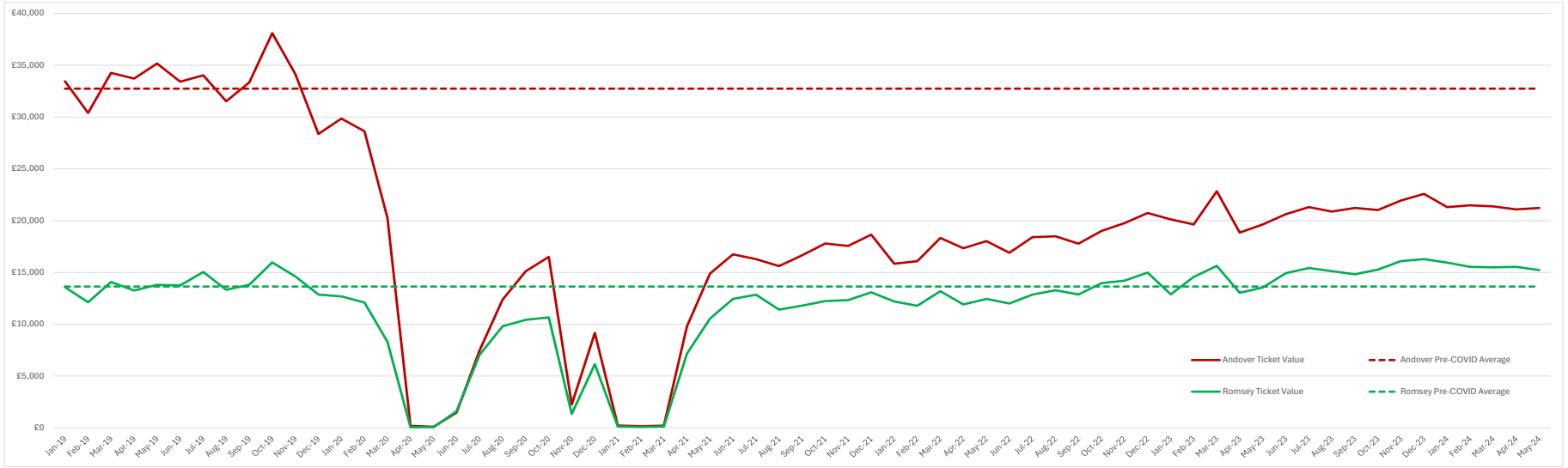


Figure 4 - Monthly RingGo App Income - Andover and Romsey (2019 - 2024)



2.8.6 **Table 16** shows the proportion of ticket sales in each time band in each Andover car park during May 2024 and **Table 17** shows the proportions of tickets sold in each time band. These tables show the typical durations of stay and how the car parks are being used.

2.8.7 Most tickets sold are short stay, i.e. up to 2 hours and some car parks only allow these short stays. There are very high numbers of short stay visits to the Anton Mill and Black Swan Yard car parks. The exceptions are those car parks on the edge of the town centre where long stay is promoted through a lower charge, i.e. The Acre, Anton Mill long stay, Shepherds Spring Lane and Winchester Street. There is a large volume of all-day parking in the Chantry Centre, although this is still a relatively small proportion of all tickets sold in this large car park.

2.8.8 **Table 18** shows the proportion of ticket sales in each time band in each Romsey car park during May 2024 and **Table 19** shows the proportions of tickets sold in each time band.

2.8.9 In Romsey there are fewer 2-hour tickets sold and more medium and long stay tickets. There was a large volume and a large proportion of all day parking in the Alma Road car park and much all-day parking in Princes Road and Crosfield Hall. This suggests that the duration of stay of Romsey visitors is higher than Andover, which could be due to longer visits to the retail centre and/or because there are more car commuters who park all day.

Table 16 – Andover Ticket Sales by Tariff (May 2024)

	2Hr	3Hr	4Hr	5Hr	All Day
The Acre	130	25	14	15	196
Anton Mill Short Stay	13,719	1,252	0	0	0
Anton Mill Long Stay	60	27	19	9	327
Black Swan Yard	8,826	0	0	0	0
Borden Gates	2,148	0	0	0	0
Chantry Centre Short	6,729	0	0	0	0
Chantry Centre Medium	2,926	836	318	144	461
George Yard Short	3,196	186	39	13	24
George Yard Medium	8,175	1,297	372	149	542
Leisure Centre	1,361	210	52	28	31
Marlborough St	1,289	262	64	22	127
Shepherds Spring Lane	263	0	65	29	119
South Street	967	205	75	49	96
Town Mill	3,071	0	0	0	0
West Street	2,846	350	78	30	40
Winchester Street	264	33	10	9	63

Table 17 – Andover Ticket Sales Proportions by Tariff (May 2024)

	2Hr	3Hr	4Hr	5Hr	All Day
The Acre	34%	7%	4%	4%	52%
Anton Mill Short Stay	92%	8%	0%	0%	0%
Anton Mill Long Stay	14%	6%	4%	2%	74%
Black Swan Yard	100%	0%	0%	0%	0%
Borden Gates	100%	0%	0%	0%	0%
Chantry Centre Short	100%	0%	0%	0%	0%
Chantry Centre Medium	62%	18%	7%	3%	10%
George Yard Short	92%	5%	1%	0%	1%
George Yard Medium	78%	12%	4%	1%	5%
Leisure Centre	81%	12%	3%	2%	2%
Marlborough St	73%	15%	4%	1%	7%
Shepherds Spring Lane	55%	0%	14%	6%	25%
South Street	69%	15%	5%	4%	7%
Town Mill	100%	0%	0%	0%	0%
West Street	85%	10%	2%	1%	1%
Winchester Street	70%	9%	3%	2%	17%
Total	87%	7%	2%	1%	3%

Table 18 – Romsey Ticket Sales by Tariff (May 2024)

	2Hr	3Hr	4Hr	5Hr	All Day
Alma Road Long Stay	3,275	1,377	655	311	1,548
Broadwater Road Short	7,263	0	0	0	0
Church Road	773	0	0	0	0
Crosfield Hall	2,819	1,123	464	200	463
Lortemore Place (Abbey)	2,155	0	0	0	0
Lortemore Place (Latimer)	3,005	997	577	0	0
Newton Lane	3,076	988	816	0	0
Princes Road	546	168	84	33	210
The Rapids	0	600	0	0	6

Table 19 – Romsey Ticket Sales Proportions by Tariff (May 2024)

	2Hr	3Hr	4Hr	5Hr	All Day
Alma Road Long Stay	46%	19%	9%	4%	22%
Broadwater Road Short	100%	0%	0%	0%	0%
Church Road	100%	0%	0%	0%	0%
Crosfield Hall	56%	22%	9%	4%	9%
Lortemore Place (Abbey)	100%	0%	0%	0%	0%
Lortemore Place (Latimer)	66%	22%	13%	0%	0%
Newton Lane	63%	20%	17%	0%	0%
Princes Road	52%	16%	8%	3%	20%
The Rapids	0%	99%	0%	0%	1%
Total	68%	16%	8%	2%	7%

2.9 PARKING PERMITS

2.9.1 Parking permits are issued by TVBC to businesses and organisations for use in public car parks. The use of these permits is not monitored, but they can only be used in specified locations. Vehicles using permits during the surveys were included within the overall occupancy figures.

2.9.2 In Andover, a significant number of permits are issued for the Chantry Centre ground floor (19) and upper floors (31). There are also 53 permits for Shepherds Spring Lane, mainly used by Andover College. These permits make use of the available spare capacity that exists in these car parks.

2.9.3 In Romsey there are small numbers of permits issued for the Town Hall (6) and Alma Road (8) car parks. These have a small impact on capacity.

2.10 CAR PARK QUALITY AUDIT

2.10.1 An audit of parking infrastructure was undertaken as part of the site visits to identify any issues and gaps in quality. The full results are presented in **Appendix A**

2.10.2 The quality of infrastructure was generally found to be high in both town centres. The surfacing, bay markings, street lighting and ticket machines are all good quality. Town centre information is provided on maps in the ticket machine booths. Not all car parks have motorcycle bays, some car parks are lacking in direction signing for vehicles and/or pedestrians and most car parks do not have CCTV.

3 EVALUTION OF THE REMOVAL OF CAR PARK PROVISION

3.1 INTRODUCTION

3.1.1 This chapter presents the forecast impacts of proposals to redevelop car park land and change the levels of parking capacity in the two town centres. The methodology of this stage is to use the evidence presented in the previous chapter as a baseline and then assess how the future demand for parking will be accommodated. This will inform decisions about parking and land use with the aim of avoiding an oversupply or undersupply of parking spaces and provide the opportunity for town centre growth.

3.1.2 There are a number of ways in which parking demand and capacity is expected to change in the future:

- Growth in the town and the wider catchment area (e.g. multiple land use developments contained within the town centre masterplans and the Local Plan)
- Changes in the number of parking spaces; public, private and residential
- Economic changes and growth within the town centres (retail, leisure, and employment)
- Vehicle technology changes
- Information and payment technology
- Internet shopping and working practices
- Vehicle taxation and fuel costs
- Modal shift
- Charging tariffs and the availability of spaces
- Changes in behaviour in response to COVID-19

3.1.3 Many of these factors are outside the control of TVBC and/or difficult to quantify but the Council still has an important role in helping to influence travel and parking behaviour and respond to the impacts of other changes.

3.2 BACKGROUND GROWTH

3.2.1 A key factor in changing demand for parking is local growth of housing and employment. Population and economic growth in the area and changes in travel behaviour will impact on the demand for town centre parking. Forecast changes in traffic are provided by the Department for Transport (DfT) and these have been used as a proxy for the change in background parking demand. These forecasts take into

account the local and national changes in demand described in the previous section to ensure that all the factors are given the appropriate level of significance.

3.2.2 A software program produced by the DfT called TEMPro provides traffic growth factors for each area of the country. It is based on a national model of trips derived from planned future development detailed in adopted Local Plans and combined with regional and national trends in travel behaviour.

3.2.3 The current version of TEMPro (8.1) has been used to provide a forecast of expected traffic growth in Andover and Romsey. The growth forecasts may need to be revised in light of the new approach to housing proposed by the new government relating to compulsory housing targets and the proposed National Planning Policy Framework reforms.

3.2.4 Growth factors for the periods from 2024 to the future year assessments of 2027, 2030 and 2033 have been obtained from the TEMPro database using the areas 'Test Valley 011' to define the Romsey local area and 'Test Valley 003, 004 and 006' to define Andover.

3.2.5 The resulting TEMPro growth factors are presented in **Table 20**. The factor is an average of the AM and PM peak periods, and it predicts growth of approximately 1% per year in Romsey and Andover.

Table 20 – TEMPRO Traffic Growth Factors

	TEMPRO Factors		
	2024-2027	2024-2030	2024-2033
Romsey	1.036 (3.6%)	1.062 (6.2%)	1.089 (8.9%)
Andover	1.031 (3.1%)	1.055 (5.5%)	1.079 (7.9%)

3.3 TECHNOLOGY CHANGE

3.3.1 Changes in vehicle specification and technology are likely to have an impact on the demand for parking. This includes simple factors such as the increased average size of vehicles requiring more space, to more complex changes like the increased use of electric vehicles and, in the longer term, autonomous vehicles.

3.3.2 The average size of vehicles has increased in recent years with the growth of the SUV market. SUVs now account for over 60% of new car sales and as these replace smaller cars within the fleet, the average vehicle size increases by an estimate of 1cm every two years [1]. This means that many car parks with smaller bays are difficult

[1] Cars are getting 1 cm wider every two years… | Transport & Environment (transportenvironment.org)

to use for some people and it is possible that the size of parking spaces will have to be increased in the future. This would reduce the number of spaces available.

3.3.3 Electric vehicles require bays to be converted to provide EV charging, as have been implemented in the borough. The number of EV bays will increase over time, but this may impact on the number of bays available for general parking and the duration of stay.

3.3.4 Longer-term, the emergence of new driverless technology has the potential to have a transformational effect on the scale and location of both short and long stay parking activity. Whilst the advent of fully automated, driverless cars remains some time away, some driverless functions are likely to be fitted as standard to the next generation of vehicles and well within the medium-term planning horizon.

3.4 CAR PARK REDEVELOPMENT

3.4.1 Some car parks have been earmarked for redevelopment, but no decisions have been made about the content of the final proposals. The effect of this redevelopment will be to transfer existing parking demand to alternative locations and to attract more people to the town centre.

3.4.2 There are various options for car park redevelopment in Andover, including:

- Black Swan Yard
- Marlborough Street

3.4.3 This equates to a reduced parking capacity of 161 parking spaces. No additional public parking space to replace these car parks is proposed, although any new land uses on those sites are assumed to provide sufficient parking to serve their own needs. It may be possible to retain part of the Black Swan Yard car park to provide essential disabled parking within this sector of the town centre.

3.4.4 The vehicles that use these car parks would need to be redistributed to alternative locations. Based on the nearest alternative car park, it is assumed that the users of Black Swan Yard and Marlborough Street would transfer to the Chantry Centre. George Yard is effectively full at peak times so the demand could not be met there.

3.4.5 The context of each car park is important in understanding the impacts of its closure. Black Swan Yard is the closest car park to the north end of the High Street and an entrance to the Chantry Centre. It has convenient pedestrian routes and is virtually full at peak times. The disabled bays are particularly well used, possibly because of its proximity to a large mobility equipment supplier.

3.4.6 Marlborough Street is also a well-used car park with good access to the north of the town centre and it was particularly popular during the Saturday survey. The loss of both of these car parks in this part of the town centre could lead to some inconvenience for their users because there are not many alternatives close by that have much spare capacity.

3.4.7 A major regeneration proposal in Andover is the replacement of the Lights Theatre. This will bring new parking demand to the town centre, particularly in the evening. The surveys show there is plenty of spare capacity to accommodate the demand for theatre parking, but there will be a need to improve the standard of the Chantry Centre car park to make it more attractive for visitors.

3.4.8 In Romsey, the most likely option is to redevelop the Broadwater Road car park, as part of the Mobility Hub redevelopment. This scheme would reduce total parking capacity by 84 spaces and provide a new bus station, residential units, commercial and community facilities only a short walk from the town centre.

3.4.9 The only existing location where users of the Broadwater Road car park could transfer to is the Romsey Rapids car park, because of the lack of spare capacity in the other car parks. Removing the car park from this central location would reduce convenience for some car users. Additional or expanded car parks may be possible in Romsey, and the options for this are examined in the following chapter.

3.4.10 For the purposes of the future year forecasts, it has been assumed that the charging tariff will remain as existing. Demand can be managed by changing the cost of parking and the impacts of this option will be examined in more detail in the next chapter that assesses alternative options and mitigation measures.

3.5 FUTURE YEAR FORECASTS

3.5.1 Car park use and occupancy forecasts have been produced for the busiest weekday and a Saturday scenario using the background growth factors combined with the car park closures described in the previous section. Forecasts have been made for the years 2027, 2030 and 2033. The resulting forecast public car park occupancies are presented in the following tables.

3.5.2 The Andover forecasts are presented for a Saturday because that day has the highest demand and occupancy and represents the worst-case scenario.

Table 21 – Forecast Andover Car Park Occupancy - Saturday 2027

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	35%	43%	44%	41%	31%
Anton Mill Road Long	44%	56%	53%	47%	34%
Borden Gates	42%	42%	48%	33%	30%
Black Swan Yard					
Chantry Centre MSCP	72%	76%	59%	61%	51%
George Yard	96%	89%	72%	67%	55%
Marlborough Street					
Marlboro St AMC (Sat)	50%	24%	12%	26%	24%
Leisure Centre	80%	66%	73%	96%	73%
South Street	29%	27%	32%	32%	17%
Town Mill	56%	62%	44%	46%	33%
The Acre	36%	57%	67%	57%	46%
Shepherd Spring Lane	21%	20%	20%	18%	14%
West Street	92%	83%	90%	103%	76%
Winchester Road	4%	5%	5%	3%	1%
Total Public Car Parks	54%	56%	49%	48%	39%

Table 22 – Forecast Andover Car Park Occupancy - Saturday 2030

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	36%	44%	45%	42%	32%
Anton Mill Road Long	45%	58%	54%	48%	35%
Borden Gates	42%	42%	49%	33%	31%
Black Swan Yard					
Chantry Centre MSCP	74%	78%	60%	62%	53%
George Yard	98%	92%	73%	68%	56%
Marlborough Street					
Marlboro St AMC (Sat)	52%	25%	12%	27%	25%
Leisure Centre	82%	67%	74%	98%	74%
South Street	29%	28%	32%	32%	18%
Town Mill	57%	63%	45%	47%	34%
The Acre	37%	58%	69%	58%	47%
Shepherd Spring Lane	21%	21%	21%	18%	14%
West Street	94%	85%	92%	105%	77%
Winchester Road	4%	5%	5%	3%	1%
Total Public Car Parks	55%	57%	50%	49%	39%

Table 23 – Forecast Andover Car Park Occupancy - Saturday 2033

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	37%	45%	46%	43%	33%
Anton Mill Road Long	46%	59%	56%	49%	36%
Borden Gates	43%	43%	50%	34%	32%
Black Swan Yard					
Chantry Centre MSCP	76%	80%	61%	64%	54%
George Yard	100%	94%	75%	70%	58%
Marlborough Street					
Marlboro St AMC (Sat)	53%	25%	13%	28%	25%
Leisure Centre	83%	69%	76%	101%	76%
South Street	30%	28%	33%	33%	18%
Town Mill	58%	65%	46%	48%	35%
The Acre	38%	59%	70%	59%	49%
Shepherd Spring Lane	22%	21%	21%	19%	15%
West Street	96%	87%	94%	108%	79%
Winchester Road	4%	5%	5%	3%	1%
Total Public Car Parks	56%	58%	51%	50%	40%

3.5.3 The Andover forecasts show that if the proposed car park closures take place there would still be adequate spare capacity in the town centre in all future year scenarios. Three of the car parks are expected to be full, which will lead to some overspill into alternative locations, but across the town centre as a whole the occupancy would still be relatively low at a maximum of 58%, compared with the current 48%.

3.5.4 The low levels of occupancy are mainly because the large car parks at Winchester Road and Shepherd Spring Lane would still be under-used. There is potential to repurpose those car parks without constraining car park capacity. The Chantry Centre would become well-used but not full when demand is transferred from Black Swan Yard and Marlborough Street. West Street and the Leisure Centre would be very busy in the afternoon but there would be spare capacity close by.

3.5.5 A sensitivity test was also carried out that examined the effects of a greater than expected growth in parking demand. **Table 24** shows the effects of a 2% per year growth in demand to the future year of 2033 instead of the previous 1% assumption and more redistribution of demand between the remaining car parks. It shows that some car parks would exceed capacity but, overall, there is still plenty of spare capacity in most areas of the town centre.

Table 24 – Forecast Andover Occupancy (High Growth) - Saturday 2033

Car Park	% Occupancy				
	10-11	11-12	12-1	2-3	3-4
Anton Mill Road Short	40%	49%	50%	47%	36%
Anton Mill Road Long	50%	64%	61%	54%	39%
Borden Gates	47%	47%	55%	37%	35%
Black Swan Yard					
Chantry Centre MSCP	87%	87%	67%	70%	59%
George Yard	100%	102%	82%	76%	63%
Marlborough Street					
Marlboro St AMC (Sat)	58%	27%	14%	63%	27%
Leisure Centre	91%	75%	83%	101%	83%
South Street	33%	31%	36%	36%	20%
Town Mill	64%	71%	51%	53%	38%
The Acre	41%	65%	77%	65%	53%
Shepherd Spring Lane	24%	23%	23%	20%	16%
West Street	105%	95%	103%	100%	86%
Winchester Road	4%	6%	6%	3%	1%
Total Public Car Parks	62%	64%	56%	55%	44%

3.5.6 The Romsey forecasts are presented in the following tables. These are presented for a Friday because, although the occupancy is similar to Saturday, the peak demand lasts for a longer period of the day.

Table 25 – Forecast Romsey Car Park Occupancy - Friday 2027

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	83%	102%	101%	101%	102%	96%
Broadwater Road						
Church Road	73%	92%	68%	73%	97%	73%
Crosfield Hall (Broadwater)	89%	94%	91%	92%	82%	68%
Lortemore Place (Abbey)	60%	103%	100%	100%	93%	63%
Lortemore Place (Latimer)	85%	101%	99%	99%	98%	81%
Newton Lane	102%	97%	88%	87%	103%	83%
Princes Road	75%	94%	87%	89%	89%	70%
Romsey Sports Centre	76%	72%	72%	72%	74%	66%
Romsey Rapids	96%	94%	92%	87%	74%	59%
Total Public Car Parks	87%	96%	93%	91%	88%	74%

Table 26 – Forecast Romsey Car Park Occupancy - Friday 2030

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	85%	104%	103%	103%	104%	98%
Broadwater Road						
Church Road	74%	94%	69%	74%	99%	74%
Crosfield Hall (Broadwater)	91%	96%	93%	94%	84%	70%
Lortemore Place (Abbey)	61%	105%	102%	102%	95%	65%
Lortemore Place (Latimer)	87%	103%	101%	101%	100%	82%
Newton Lane	104%	99%	90%	89%	105%	84%
Princes Road	77%	96%	89%	91%	91%	72%
Romsey Sports Centre	76%	72%	72%	72%	74%	66%
Romsey Rapids	98%	96%	95%	90%	76%	61%
Total Public Car Parks	89%	98%	95%	94%	90%	76%

Table 27 – Forecast Romsey Car Park Occupancy - Friday 2033

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	87%	107%	105%	106%	107%	100%
Broadwater Road						
Church Road	75%	95%	70%	75%	101%	75%
Crosfield Hall (Broadwater)	93%	99%	95%	96%	86%	72%
Lortemore Place (Abbey)	63%	108%	104%	104%	97%	66%
Lortemore Place (Latimer)	89%	105%	104%	104%	102%	84%
Newton Lane	106%	102%	92%	91%	108%	86%
Princes Road	78%	98%	91%	93%	93%	74%
Romsey Sports Centre	77%	73%	73%	73%	75%	67%
Romsey Rapids	101%	99%	97%	92%	78%	62%
Total Public Car Parks	91%	100%	97%	96%	92%	78%

3.5.7 The Romsey forecasts show that the increase in demand and closure of the Broadwater Road car park would lead to a significant shortfall in parking capacity in the town centre. Occupancy above a threshold of 85% starts to affect the operational quality of a car park as people struggle to find a space. Even the large car parks on the edge of the town centre would be approaching capacity.

3.5.8 The closure of Broadwater Road would require the transfer of demand to Church Road, Romsey Rapids and the Sports Centre, effectively filling those car parks. All other car parks would be effectively full, including the private supermarket car parks.

3.5.9 Again, a sensitivity test was carried out to examine the effects of greater growth in parking demand. **Table 28** shows the effects of a 2% per year growth in Romsey demand to the future year of 2033 instead of 1% and more redistribution of demand between the remaining car parks. It shows that the car parks would exceed capacity by a substantial amount, and it would be very difficult to find a parking space.

Table 28 – Forecast Romsey Occupancy (High Growth) - Friday 2033

Car Park	Car Park Occupancy (%)					
	10-11	11-12	12-1	1-2	2-3	3-4
Alma Road	95%	117%	115%	116%	117%	110%
Broadwater Road						
Church Road	79%	102%	74%	79%	107%	79%
Crosfield Hall (Broadwater)	102%	108%	104%	105%	94%	78%
Lortemore Place (Abbey)	69%	118%	114%	114%	107%	72%
Lortemore Place (Latimer)	97%	115%	113%	113%	112%	92%
Newton Lane	116%	111%	101%	99%	118%	94%
Princes Road	86%	107%	99%	102%	102%	80%
Romsey Sports Centre	81%	76%	76%	76%	79%	69%
Romsey Rapids	111%	109%	107%	101%	86%	69%
Total Public Car Parks	100%	110%	106%	105%	101%	85%

3.6 DISABLED PARKING CAPACITY

3.6.1 An additional constraint in Romsey is the lack of capacity for disabled parking. Currently most of the public disabled parking bays are located in the Broadwater car park, which has 15 bays, and these spaces are very well used. If the car park closes these bays would need to be relocated into another central car park and, ideally more would be created in order to meet the existing and future demand for disabled parking. This means that the capacity on those central car parks would be reduced because disabled bays occupy more space.

3.6.2 The amount of disabled parking across Andover as a whole exceeds the level of demand and there would still be adequate spare capacity if Black Swan Yard and Marlborough Street were to close. However, the closures would remove much of the disabled parking in the north-east section of the town centre, which are very well used. There is plenty of spare disabled parking in the town centre, but when the proposed car parks are closed, they might not be located in the right location for many users, and it might be necessary to convert more spaces to disabled use. One possibility is to retain some public disabled parking spaces as part of the Black Swan Yard redevelopment. This would retain an important provision where there is an established demand.

4 RECOMMENDED MITIGATION MEASURES

4.1 CONTEXT

4.1.1 The analysis presented in the previous chapter can be summarised by the following conclusions:

- There is little spare parking capacity in Romsey town centre to meet existing demand and insuffient capacity to meet the forecast growth in demand.
- The closure of the Broadwater Road car park would make the shortfall in capacity more severe.
- There is an existing over-supply of parking capacity in Andover and even with the forecast growth in demand there will still be unused capacity in the future.

4.1.2 The recommended measures to address the capacity issues in each town are presented in the following sections.

4.2 ROMSEY CAPACITY MITIGATION MEASURES

4.2.1 Parking demand currently reaches or exceeds operational capacity within the central car parks and at the busiest times of the week the only spare capacity is in the Romsey Rapids and Sports Centre car parks.

4.2.2 Forecast growth in demand will occupy virtually all of this spare capacity and without the provision of additional capacity, these high levels of occupancy are likely to lead to the following changes in behaviour of car park users, depending on their circumstances and preferences. Users are likely to:

- Park further from the town centre, either on-street or in alternative car parks
- Cancel their visit to Romsey
- Go to an alternative town or destination
- Use non-car modes of travel
- Visit Romsey on quieter days or at different times of day

4.2.3 These responses by users are likely to have various consequences that would impact in positive and negative ways on other Council policy objectives, economic growth and the attractiveness of the town.

4.2.4 Additional parking capacity is likely to be required in Romsey town centre to replace the spaces lost if the Broadwater Road car park is redeveloped. Providing additional capacity for parking in the central area of the town is likely to be challenging because of a lack of available space and it may not even be considered desirable to bring more vehicles into the heart of the town centre. The provision of more parking may

not be commercially viable on Council-owned land. Locations on the edge of the town centre may be more appropriate and the decking of one or more of the existing car parks could be another alternative.

4.2.5 Possibilities for providing additional parking capacity include the former Magistrates Court site on Church Street and the decking of Crosfield Hall or Alma Road car parks. The Magistrates Court site could include a small public car park in the heart of the town centre but its impact on capacity would be relatively limited.

4.2.6 Decking of existing car parks could provide the substantial additional capacity that is required but there would be many planning issues to be addressed before it could be delivered.

4.2.7 If Crosfield Hall were to be redeveloped the site could provide additional capacity in the order of 150 spaces if the hall were to be replaced by parking and a single storey deck is constructed (i.e. 50 additional spaces on the ground floor plus 116 existing spaces plus 100 new spaces on the deck, totalling approximately 260 spaces). The decking of Alma Road could provide a similar amount of additional capacity (i.e. 150 new spaces on the deck plus the existing 203 would result in approximately 350 spaces).

4.2.8 The addition of 150 parking spaces in Romsey town centre would alleviate the forecast pressure on parking and return the overall occupancy to a manageable level of approximately 85%, even with the closure of Broadwater Road and future growth in demand. However, there are many uncertainties about both decking options relating to issues such as planning policy, amenity and visual impact, heritage and conservation, traffic, noise, air quality and other environmental issues.

4.2.9 The Alma Road and Crosfield Hall sites are relatively flat, so a simple single-deck solution would be possible without the need for the major construction required for a multi-storey solution. Low-cost and low-impact decking schemes have been installed in many locations and an example is shown in the following image.

4.2.10 It may be possible to access the Crosfield Hall site directly from the A27 which would prevent traffic from entering the town centre. If attracting more traffic into the centre of Romsey is considered to be unacceptable another alternative location would be Romsey Rapids where additional traffic would have less impact on the town centre, but it would require a significant walk distance to the town centre, crossing a major road along the way. Alternative locations for a multi-storey car park may exist, and these can be considered as they emerge.

4.2.11 There are alternatives to building more parking spaces that could create additional operational capacity. These include measures such as:

- Removing long stay parking from the central car parks to increase the turnover of spaces and the effective capacity of those car parks. The amount of long stay tickets purchased are already low in the centre of Romsey, but approximately 13% of the tickets sold in Crosfield Hall are for 5 hours or all-day and the removal of these would increase the available space for short stay.
- Increasing the charging tariff to reduce parking demand or increase the turnover of spaces.
- Locate most new EV charging points in the car parks that have the lowest levels of occupancy, to reduce demand in the central area.
- Variable Message Signing and Intelligent Transport Systems to ensure that users are directed to the spare capacity that exists (although this does not increase overall capacity but ensures that it is used more efficiently).
- Park and Ride can be used as a way to provide additional capacity that is remote from the town centre. Park and Ride can be very successful in the right locations, but Romsey is considered to be too small to justify the cost of the regular bus service that would be required.

4.2.12 More disabled spaces will also be required in the centre of Romsey as background parking demand increases and demographic changes create even more demand for disabled parking. If Broadwater Road car park closes it will be necessary to replace the existing 15 disabled parking bays, plus additional spaces to cope with demand.

4.2.13 Some disabled spaces could be retained within the Broadwater Road Mobility Hub scheme and more spaces could be provided within the other central car parks by replacing standard spaces. If Crosfield Hall is redeveloped with a larger car park there would be scope to provide additional disabled parking within that site.

4.3 ANDOVER CAPACITY MITIGATION MEASURES

4.3.1 Parking capacity is not constrained in Andover, there is a surplus of space that is still expected to exist even with future growth. Therefore, mitigation measures with regards to constrained capacity are not required, but there is an opportunity to redevelop the under-used land for more beneficial economic purposes.

4.3.2 Two car parks have been earmarked for redevelopment within the Town Centre Masterplan (Black Swan Yard and Marlborough Street), but it would be possible to extend that further. For example, the Winchester Road car park is used by fewer than 10 vehicles per day on average, so it could be redeveloped without any significant impact on parking capacity. There are alternative car parks within close proximity where users could transfer.

4.3.3 Shepherds Spring Lane also has low levels of use and is an even larger site for potential redevelopment. However, it may become more popular if Marlborough Street and Black Swan Yard car parks were to be closed because there are not many other alternative car parks with spare capacity at the north end of the town centre.

4.3.4 Adjustments to the tariff could be used to manage demand in Andover. A reduced tariff may attract more users, although the price of parking is a relatively small factor compared with all the other factors that attract visitors to a town centre. Over 87% of tickets sold in Andover are for 2 hours (£1.00), so a reduction in the price is likely to have a very small impact.

4.3.5 Increasing the duration of stay of visitors could increase car park occupancy and income. However, this is largely driven by the attractiveness of the town centre rather than parking policy and infrastructure.

4.3.6 As discussed previously, changes to disabled parking would be required if the car parks at Black Swan Yard and Marlborough Street were to close. These provide well-used spaces for disabled users so the options would be to retain some disabled parking if the car parks are redeveloped or to convert some of the standard spaces at George Yard for disabled use.

5 IMPROVEMENTS TO REMAINING PARKING PROVISION

5.1 ROMSEY IMPROVEMENTS

5.1.1 In addition to the potential increases in parking capacity discussed in the previous chapter, there is a range of other improvements that could be made to the car parks in Romsey. The parking infrastructure is generally good quality standard but there are still some measures that would be beneficial.

5.1.2 Potential improvements include the following measures:

- Pedestrian direction signs – Pedestrian signs are either absent or have scope for improvement in a number of locations. Signing is not always required but there is scope to review the existing signage and improve it where necessary.
- Vehicle direction signs – Some of the small car parks in the centre of Romsey lack direction signs for drivers.
- Electric Vehicle charging – There is a programme of EV charging installation and the use of these needs to be monitored and fed back into the programme to ensure there are enough bays in the right places. There are currently 8 EV bays in the public car parks and during the surveys it was found that a maximum of 2 of those were in use at the busiest time. This suggests that there are enough bays now, but this use will need to be monitored as demand for EV charging increases in the future. As the EV charging technology develops the infrastructure will need to be updated. Waitrose also provides 8 EV charging bays, and these are used more intensively.
- Lighting – The car parks have reasonable levels of street lighting except for Church Road which could be improved (unless there are other issues that prevent it).
- CCTV – There is very little CCTV coverage of car parks in Romsey, however if security or crime is not a significant issue then CCTV is not required.
- Variable Message Signs – VMS can help to direct drivers to any spare car park capacity that exists. This can be especially useful in congested town centres, but they are generally larger towns than Romsey. VMS can be expensive and difficult to manage, so that a convincing business case would need to be developed to justify it in Romsey.
- Information boards and maps – Most car parks already have good quality information and maps but there are exceptions at Church Road and Romsey Rapids where better information could be provided.

- Motorcycle parking spaces – These are provided in most car parks in Romsey but there is scope to improve security by adding anchor points within the bays.

5.1.3 The standard of payment machines and their shelters is high. All machines have multiple payment options so there is limited scope for improvement, beyond general maintenance.

5.2 ANDOVER IMPROVEMENTS

5.2.1 The parking infrastructure is generally of a good quality standard, but various improvements could be made to Andover car parks to improve the user experience and the management of parking services. Potential improvements include the following measures:

- Pedestrian direction signs – Many car parks have pedestrian signs but there is scope for improvement in a number of locations. Signing is not always required but there is scope to review the existing signage and improve it where necessary. There is limited pedestrian signage for the car parks at Marlborough Street, Black Swan Yard, Winchester Road and South Street that could be improved.
- Vehicle direction signs – Some of the car parks in Andover have either no direction signs for drivers or limited signs. This applies to the same car parks that lack pedestrian signage.
- Electric Vehicle charging – There is a programme of EV charging installations and the use of these needs to be monitored and fed back into the programme to ensure there are enough bays in the right places. There are currently 12 EV bays spread around the town centre and during the surveys it was found that a maximum of 3 of those were in use at the busiest time. This suggests that there are enough bays now, but this use will need to be monitored as demand for EV charging increases in the future. As the EV charging technology develops the infrastructure will need to be updated.
- Lighting – The car parks have reasonable levels of street lighting so little improvement is required.
- CCTV – Many car parks have no CCTV coverage in Andover. It is only needed in crime or anti-social behaviour hotspots and if these issues increase it may be appropriate to add further CCTV coverage in the future.
- Variable Message Signs – VMS can help to direct drivers to any spare car park capacity that exists. This can be especially useful where car park capacity is limited, but that does not generally apply in Andover. VMS can be expensive

and difficult to manage, so that a convincing business case would need to be developed to justify it in Andover.

- Information boards and maps – Most car parks already have good quality information and maps so it will just be necessary to maintain the existing provision.
- Motorcycle parking spaces – These are provided in most car parks in Andover but there is scope to add them to some car parks and improve security by adding anchor points within the bays.

5.2.2 The standard of payment machines and their shelters is high. All machines have multiple payment options so there is limited scope for improvement.

6 CONCLUSION

6.1.1 This report presents the evidence base and the assessment of issues and options carried out for the Car Parking Options Appraisal study.

6.1.2 There is a complex relationship between car park capacity, economic growth, the public realm, environmental issues and Council income and costs. Adjustments to the way parking is provided can be made to achieve the best balance between these factors and issues. An excess or shortfall of parking capacity is an indicator that the current system is out of balance.

6.1.3 Occupancy and condition surveys were carried out in Andover and Romsey and the results can be summarised as follows:

- Andover has a surplus of car park capacity. There are two large, underused car parks to the north and south of the town centre and plenty of available space in most of the other car parks.
- Romsey has an existing shortfall of car park space and the only spare capacity at busy times is at the Romsey Rapids car park, which is a 0.5 mile walk from the town centre.
- Disabled parking is very well used at some locations in Andover but there is spare capacity elsewhere in the town, although not necessarily where it is needed.
- The disabled bays in Romsey are very well used and there is an existing shortfall in the central area.
- The quality of existing parking infrastructure is generally high

6.1.4 Growth in the demand for parking in the future is expected in both towns. In Andover there is plenty of capacity to accommodate future growth but in Romsey it will make the capacity shortfall even more severe.

6.1.5 The effects of redeveloping various car parks for other purposes have been assessed. In Andover the proposals to redevelop the Black Swan Yard and Marlborough Street car parks have been shown to be feasible in terms of parking capacity, subject to the provision of disabled parking in suitable locations. There would be adequate capacity to accommodate the additional demand associated with the proposed Lights Theatre development, but some improvements to the Chantry Centre car park are recommended as part of that scheme.

6.1.6 In Romsey, the proposal to redevelop the Broadwater Road car park would increase the severity of the capacity shortfall. There is some spare capacity at the Romsey

Rapids site, but it is not very convenient for the town centre. Additional parking capacity is likely to be required to mitigate the loss of Broadwater Road and meet the increased demand. More physical capacity could be provided by a new car park or through the decking of an existing site, if the planning, environment and traffic challenges can be addressed. Other measures to manage parking demand by adjusting the charging tariff could also help to create more capacity.

6.1.7 Additional measures to improve the parking infrastructure with measures such as better direction signing, more electric vehicle charging, street lighting, CCTV and variable message signing would also be beneficial.

APPENDIX A – CAR PARK INFRASTRUCTURE QUALITY AUDIT

Andover Car Parks		Anton Mill Road Short	Anton Mill Road Long	Borden Gates	Black Swan Yard	Chantry Centre MSCP	George Yard	High Street (Disabled)	Marlborough Street	Marlborough St AMC (Sat)	Leisure Centre	South Street	Town Mill	The Acre	Shepherd Spring Lane	West Street	Winchester Road
Vehicle Signage	1 - Good 2 - Limited 3 - None	1	3	2	2	1	1	3	2	2	2	2	1	2	1	1	2
Pedestrian Signs & Info	1 - Good 2 - Limited 3 - None	1	3	1	2	1	1	1	3	3	2	3	1	3	1	1	2
Vehicle Access & Circulation	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Pedestrian Access to Car Park	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1
Pedestrian Routes to Town	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	2
Road and Footway Surfaces	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Marked Bays	1 - Good 2 - Poor 3 - None	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
Regulation Signs	1 - Yes 2 - No	1	1	1	1	1	1	1	1	2	1	1	1	1	1	1	1
Lighting	1 - Good 2 - Poor 3 - None	1	1	1	1	1	1	1	1	2	1	1	1	1	1	2	1

Andover Car Parks		Anton Mill Road Short	Anton Mill Road Long	Borden Gates	Black Swan Yard	Chantry Centre MSCP	George Yard	High Street (Disabled)	Marlborough Street	Marlborough St AMC (Sat)	Leisure Centre	South Street	Town Mill	The Acre	Shepherd Spring Lane	West Street	Winchester Road
Payment Options	1 Multiple 2 Two Options 3 Cash only	1	1	1	1	1	1	N/A	1	1	1	1	1	1	1	1	1
Public Toilet	1 - Yes 2 - No	2	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2
Recycling Facility	1 - Yes 2 - No	1	2	1	2	2	1	2	2	2	2	2	2	2	1	2	1
CCTV	1 - Yes 2 - No	1	1	1	2	1	2	1	2	2	2	2	2	2	1	1	2
Town Map	1 - Yes 2 - No	1	1	1	1	2	1	2	1	1	1	1	1	1	1	2	1
Height Barrier	1 - Yes 2 - No	2	2	1	2	1	2	2	2	2	2	2	2	2	1	2	2
Motorcycle spaces	1 - Yes 2 - No	1	2	1	1	1	1	2	1	2	1	1	1	2	1	2	1

Romsey Car Parks		Alma Road	Broadwater Road	Church Road	Crosfield Hall (Broadwater)	Lortemore Place (Abbey)	Lortemore Place (Latimer)	Newton Lane	Princes Road	Romsey Sports Centre	Romsey Rapids	Waitrose	Aldi
Vehicle Signage	1 - Good 2 - Limited 3 - None	1	1	1	1	1	1	2	1	1	1	1	1
Pedestrian Signs & Info	1 - Good 2 - Limited 3 - None	2	1	3	2	2	2	2	3	2	2	2	2
Vehicle Access & Circulation	1 - Good 2 - Poor	1	2	2	1	1	1	1	2	1	1	1	1
Pedestrian Access to Car Park	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	2	1	1	1
Pedestrian Routes to Town	1 - Good 2 - Poor	1	1		1	1	1	1	1	2	2	1	1
Road and Footway Surfaces	1 - Good 2 - Poor	1	1	1	1	1	1	1	1	1	1	1	1
Marked Bays	1 - Good 2 - Poor 3 - None	1	1	1	1	1	1	1	1	1	1	1	1
Regulation Signs	1 - Yes 2 - No	1	1	1	1	1	1	1	1	1	1	1	1
Lighting	1 - Good 2 - Poor 3 - None	1	1	2	1	1	1	1	1	1	1	1	1

Romsey Car Parks		Alma Road	Broadwater Road	Church Road	Crosfield Hall (Broadwater)	Lortemore Place (Abbey)	Lortemore Place (Latimer)	Newton Lane	Princes Road	Romsey Sports Centre	Romsey Rapids	Waitrose	Aldi
Payment Options	1 Multiple 2 Two Options 3 Cash only	1	1	1	1	1	1	1	1	N/A	1	1	1
Public Toilet	1 - Yes 2 - No	2	1	2	2	2	2	2	2	1	2	2	2
Recycling Facility	1 - Yes 2 - No	1	2	2	2	2	2	2	1	1	2	2	2
CCTV	1 - Yes 2 - No	2	1	2	2	2	2	2	2	2	2	2	1
Town Map	1 - Yes 2 - No	1	1	2	1	1	1	1	1	2	2	2	2
Height Barrier	1 - Yes 2 - No	2	2	2	2	2	2	2	2	1	2	2	2
Motorcycle spaces	1 - Yes 2 - No	1	1	2	1	2	1	1	1	2	1	2	2